

A COMPREHENSIVE AND INTELLIGENT SERVICE
IN SELECTING—CLUB PLAN PAYMENTS
ARRANGED IF DESIRED



THE BRUNSWICK EMBODIES ALL THE BEST
FEATURES OF ALL OTHER PHONOGRAPHS WITH
MANY IMPROVEMENTS

The Brunswick
ALL PHONOGRAPHS IN ONE

It's Best; Find Out Why!
A Hearing Will Convince You

JUDGE BY THE TONE—that's the only satisfactory way to select a phonograph. All makes of phonographs are not alike—they don't all sound alike by a long jump. Phonographs differ because of different methods of reproduction—each make has its own particular method—and the Brunswick method is the truest in fidelity to the artist—a difference you cannot fully appreciate until you've heard it.

Brunswick "Ultona" Plays All Makes of Records

Exactly As They Are Meant To Be Played—An Exclusive Brunswick Feature



This is the famous reproducer shown in the picture at the left. Certainly it represents the greatest advance in the phonographic world.

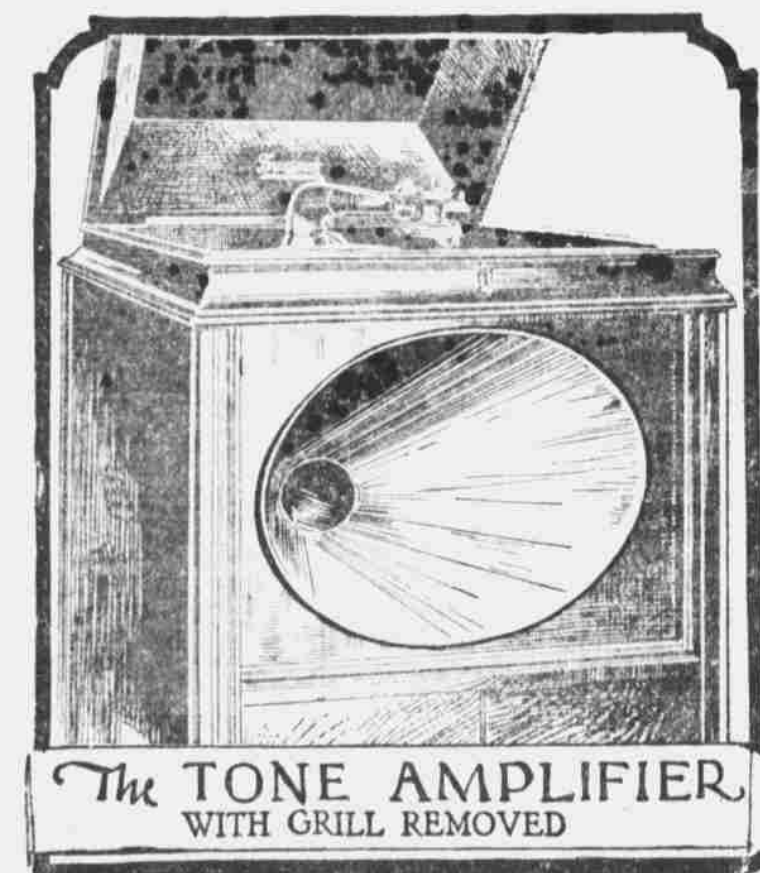
A simple little device that turns up, down or sidewise and thus commands a true rendering of the world's best recorded music. And not only does it play all makes of records, but it plays them just as they were intended to be played—with the proper needle and diaphragm, and the proper pressure to play that particular record at its best—throwing the music through the mellowing all-wood amplifier that gives it a new charm.

Every Brunswick has this exclusive feature, and we should like the opportunity of translating it into music—the music of records as it has come to be known and appreciated only through the Brunswick.

The Tone Amplifier

Produces a Tone of Rare Purity and Volume

Scientifically Constructed of Spruce and Holly Woods, Noted for Their Exceptional Acoustic Qualities



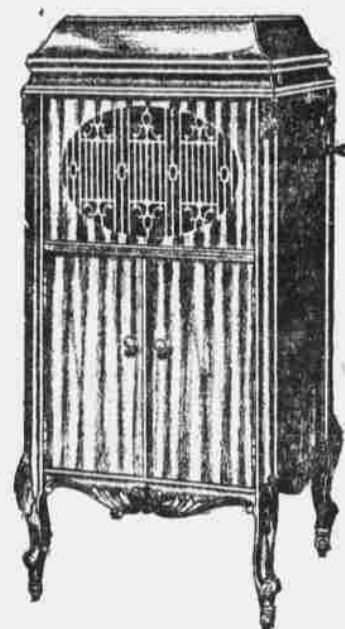
The Brunswick tone amplifier is all-wood, scientifically constructed of spruce and holly, hardwoods noted for their exceptional acoustic qualities.

The tone is transmitted directly from the tone arm, through this wood amplifier, producing a tone singularly pure and true, without any metallic "edge" often so noticeable on other makes of phonographs.

The volume of the tone is controlled by a tiny key on the side, so that the most exquisite shadings may be secured—making it possible to play martial music at all its forceful strength or twilight lullabys tenderly and softly.

And this is one of the features to be found exclusively on the Brunswick.

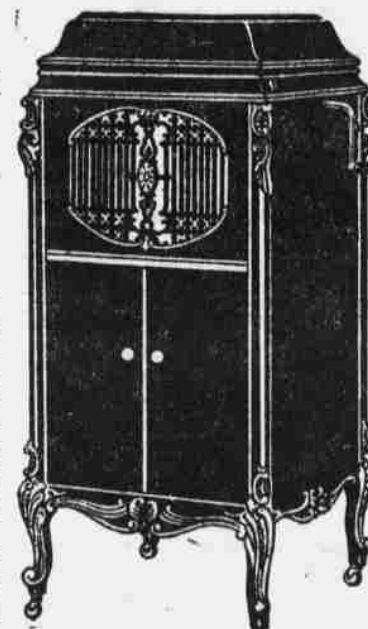
THE HOUSE OF BRUNSWICK has introduced several dominant betterments—first came the Ultona, a device that plays all records, just as they were intended to be played, and putting the repertoires of all the world's greatest artists within your hearing at your wish. And the tone amplifier will give you a keener appreciation of the exquisite harmonies, producing fuller, richer tones.



Style 120
Mahogany or Oak

\$120

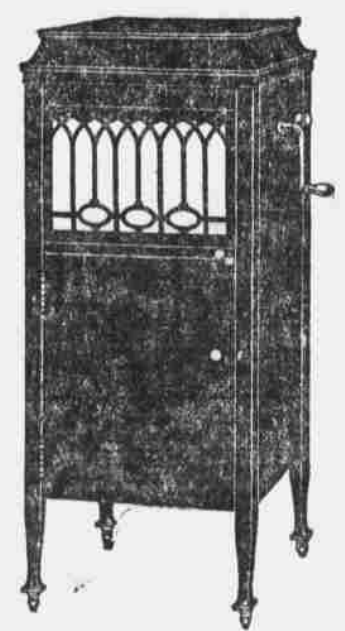
This is the handsome Brunswick cabinet shown at the left. Equipped with the newly developed Ultona all-record reproducer, and the new oval all-wood tone amplifier—both exclusive features of the Brunswick, tone modifier and automatically balanced top. The extra strong four-spring motor is nickel plated, and equipped with automatic stop. Drawer compartments in the bottom accommodate 100 records with index conveniently arranged, and compartment for accessories. This particular style comes in satin finished mahogany or rich oak, and is to be had on the club plan of purchasing, priced \$120.



Style 122
Mahogany or Oak

\$310

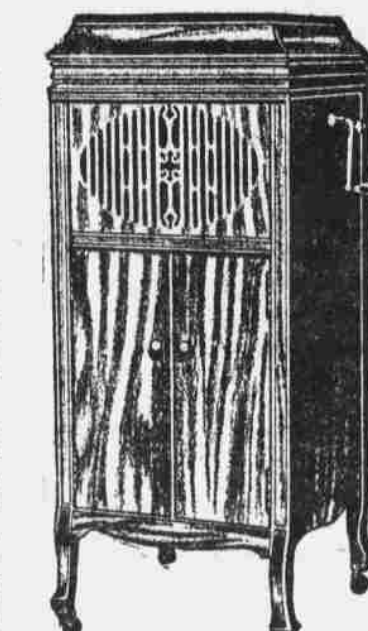
A phonograph that is a piece of furniture as well as a musical instrument—shown pictured at the left. This style "122" is 49 1/2 inches high, 23 1/2 inches wide and 24 1/2 inches deep, and like all Brunswicks, is equipped with the exclusive Ultona reproducer and all-wood tone amplifier. It also has tone modifier, and automatically balanced top. The artistic cabinet is highly decorative with particularly attractive grill front and post ornamentations. Roomy compartments accommodate 100 records. In either mahogany or oak, priced \$310.



Style 107
Mahogany or Oak

\$125

This phonograph neither looks nor sounds its low pricing. It stands 43 inches high, is 19 inches wide and 21 inches deep. Its single-diaphragm Ultona reproducer plays all records quite as satisfactorily as the higher priced instruments. It has the oval tone amplifier, double spring motor and automatic stop, tone modifier, 12-inch turntable and nickel-plated trimmings. And there's a roomy shelf for holding the records. In mahogany or oak finishes, especially attractive at \$125.



Style 112
Mahogany or Oak

\$200

Brunswick style "112" bids fair to become one of the most popular models—its conservative refined lines are well in keeping with modern furnishing ideas, as one may readily judge from the one pictured at the left. It is 47 inches high, 20 inches wide and 21 inches deep—just the right size for modern homes. It embodies all the exclusive Brunswick features, and has seven 12-inch albums for filling all the makes of records that it so pleasingly plays. It may also be had in mahogany or oak finishes, priced \$200.

Brunswicks in Handsome Period Designs

For Artistic Modern Interiors

Indeed, You Might Well Be Proud to Own One of These De Luxe Models

The Lombardi

The Beaux Arts

The Oxford

The Gotham

an Italian design that combines every charm that has given Italian furniture the name it deserves. The classic design has been interpreted in a simple and very effective manner in the Lombardi.

a Louis Seize design, and really a masterpiece in proportion and detail. Adapted for use with the finest examples of French period furniture. Carefully matched walnut panels and mouldings.

is an early English design particularly effective in connection with English furniture of the early and late 18th century periods. Details of finish will appeal to all lovers of English furniture.

will interest those desiring a cabinet design individual in itself, yet appropriate for use with various styles and types of furniture. Its size, too, is especially well adapted for use in the modern apartment.

The Club Plan of Purchasing

Makes It An Easy Matter To Own One

We are so enthusiastic about the Brunswick that we should like for you to know the pleasure it can give you and your friends, and have so arranged to make it possible to enjoy one while paying for it on the club plan. And particularly during the warm weather, when the Brunswick can be rolled out on the veranda for a serenade in the cool of the evening; and when everyone wants to dance, it plays the most irresistible music in any time you like. Certainly if you've never heard the Brunswick, you've missed an unusual treat, and while we're demonstrating it we can also explain all about the club payment plan of purchasing.

Come In and Ask About It Today!